

8^{mm}

Bell & Howell

MOVIE EQUIPMENT

Bell & Howell

8^{mm}

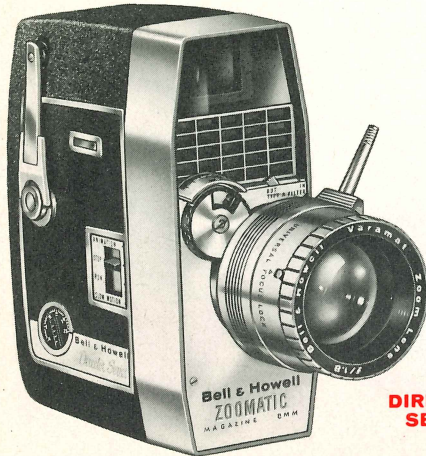
**CAMERAS and
PROJECTORS**

FEATURING
A
NEW
WORLD
OF

ZOOM



NEW Bell & Howell DIRECTOR SERIES *ZOOMATIC*



ZOOMATIC LENS. Zoom in for close-ups, zoom out for panoramic views without losing a second of action.

COUPLED ZOOM VIEW-FINDER. See zoom action as you shoot. Viewfinder is coupled to lens and zooms the view automatically.

FINE-FOCUS LENS CONTROL. Set the Fine-Focus Control and zoom in as close as 6 feet . . . even indoors.

ELECTRIC EYE. Automatically controls exposure. Even when you zoom or switch from normal to slow motion speed.

EXCLUSIVE FINGERTIP SLOW MOTION. Switch instantly and automatically from normal speed to slow motion and back again . . . no lost action.

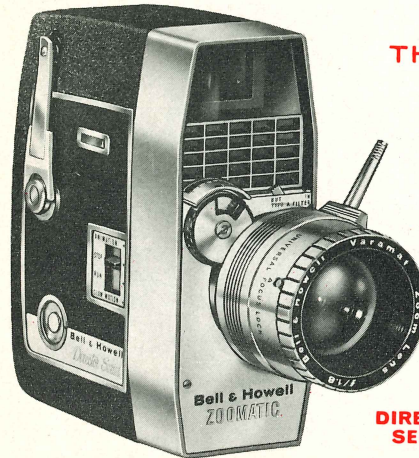
PLUS MANY QUALITY FEATURES. Exposure Beacon. Built-in Type A Filter. 3-Way Starting Button. Film Speed (ASA 10 to 40) Dial. Spool Loading. Long Film Run.

**DIRECTOR
SERIES**

424

Zooms from 9mm to 27mm. 3 second magazine loading. Tell-Tale Signal shows proper magazine operation.

COMBINES EXCITING ZOOM WITH INSTANT SLOW MOTION!



THE *ZOOMATIC* GREATEST ADVANCE IN 8mm MOVIE CAMERAS...

The new ZOOMATIC is the first camera in the world that combines exciting zoom with instant slow motion . . . yet, you needn't move a step or miss a split-second of action to change lenses. Zoom in . . . Zoom out . . . capture speeding subjects in slow motion and the rugged Electric Eye sets the powerful f/1.8 lens precisely, automatically! Bring these advanced Hollywood and TV techniques to your home movies . . . no other camera, at any price, offers all these remarkable features. Try this new adventure in automatic photography today!

**DIRECTOR
SERIES**

414

Zoomatic with drop-in spool loading. Zooms the lens from 9mm to 27mm at the sweep of a lever.

Bell & Howell DIRECTOR SERIES

...MOST ADVANCED ELECTRIC EYE 8mm TURRET CAMERAS!

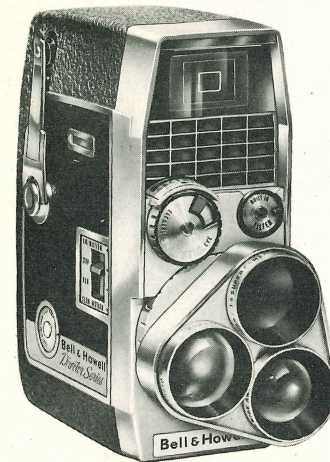
LOOK THROUGH THE AMAZING VIEWFINDER PERISCOPE...

Raise the precision Director Series Turret Electric Eye camera to your eye, and you see all camera settings in the exclusive Viewfinder Periscope. Now a quick twist of the turret and you switch smoothly and swiftly from the fast, normal 10mm f/1.8 lens to the long telephoto for close-ups, or to the wide angle for big-view scenes. Without taking the camera from your eye, press down the 3-way starting button. Switch instantly and automatically from 16 to 48 fps. Capture the slow motion sequence automatically without stopping the camera . . . without making an adjustment.

**DIRECTOR
SERIES**

420

3-lens turret model with 3 second magazine loading. Tell-Tale Signal shows proper magazine operation.



3-LENS TURRET. All 3 critically sharp f/1.8 lenses are built into precision quick-turn turret.

EXCLUSIVE VIEWFINDER PERISCOPE. Data center in viewfinder shows all camera settings at a glance.

ELECTRIC EYE EXPOSURE CONTROL. Even if light changes as you shoot, the Electric Eye sets all 3 lenses . . . automatically.

AUTOMATIC FINGERTIP SLOW MOTION. Switch instantly from normal speed to slow motion and back again while shooting.

EXCLUSIVE RESERVE POWER INDICATOR Easy crank-wind for longest 8mm film runs. Reserve Power Indicator shows when to wind.

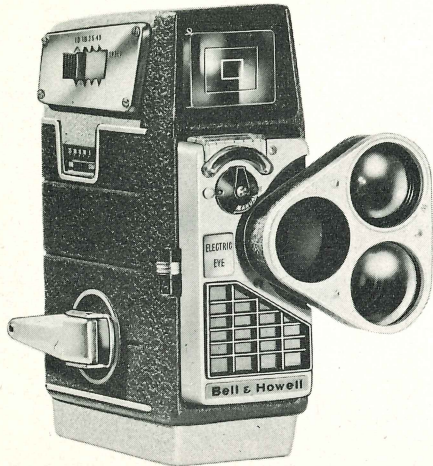
PLUS MANY VERSATILE FEATURES. 3-Way Starting Button. Built-in Type A Filter. Exposure Beacon. Film Speed (ASA 10 to 40) Dial.

**DIRECTOR
SERIES**

410

3-lens turret model with fast drop-in spool loading and automatic footage counter.

Bell & Howell *Perpetua* ELECTRIC EYE



FILM SPEED SELECTOR

Ready now for faster films of the future. Settings for color films, ASA 10 to 40.

PICTURE WINDOW VIEWFINDER

Sight fast—no squinting. Signals if light's too dim for perfect movies.

3-WAY STARTING BUTTON

Locks so you can get into the picture. Single-frame shots, too.

BUILT-IN FILTER FOR 3 LENSES

Normal, wide-angle, or telephoto shots. Type A filter—use indoor film outdoors.

LONG 10-FT. FILM RUN

Shoot over 6 average-length scenes each fast winding. Use economical 50-ft. roll film.

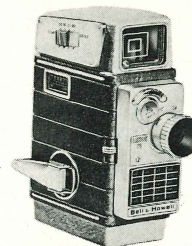
PERPETUA ELECTRIC EYE

Measures light and sets the lens automatically—even as you shoot.

CAMERA ...SHOOT MOVIES AUTOMATICALLY!

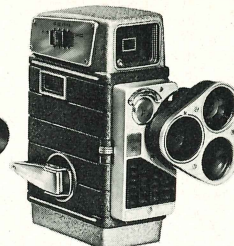
ELECTRIC EYE SETS LENS FOR YOU—CONTINUOUSLY!

No need to stop shooting to make a lens adjustment in the middle of a once-in-a-lifetime scene. The Perpetua Electric Eye keeps the lens set perfectly at all times—even if you pan from bright to shady areas, or if a cloud passes over head as you shoot. Only a full-time Electric Eye, like this, assures that every foot of film will be properly exposed.



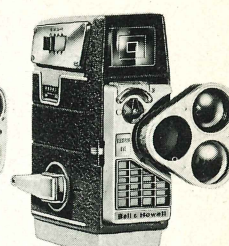
PERPETUA 390E

Totally automatic single-lens model. 10mm f/2.3 lens—56% more picture coverage. Without built-in filter.



PERPETUA 390TE

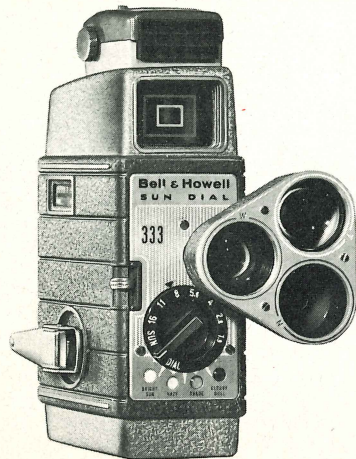
Totally automatic 3-lens Safeguard turret model. With 10mm f/2.3 prime lens; 6.5mm wide-angle and 25mm telephoto auxiliary lenses.



PERPETUA 393E

Fast 10mm f/1.8 lens; 2½X telephoto and 6.5mm wide-angle lenses on Safeguard turret. Totally automatic and manual control.

FAMOUS Bell & Howell SUNOMETER CAMERAS



SUNOMETER

Shows how to set camera. Button locks exposure needle so you can check reading.

FAST 10mm LENS

56% more picture coverage. Turn turret for wide-angle or telephoto shots.

SUN DIAL

Just set dial to match Sunometer reading. Exact exposures, every time.

AUTOMATIC FOOTAGE COUNTER

Shows amount of film remaining. Use 50-ft. roll films, ASA 10 to 40.

LONG 10-FT. FILM RUN

Fast crank wind. 3-way starting button for continuous-run and single-frame shots.

BIG PICTURE WINDOW VIEWFINDER

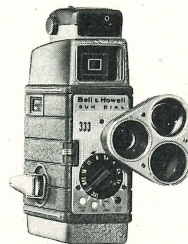
See subjects big and clear. Shows views for all three lenses, too.

...NO GUESSWORK...SURE SHOTS INDOORS AND OUT!

TOP CAMERA VALUE IN THE LOWER-PRICE RANGE

Glance at the Sunometer for a precise exposure reading, set the Sun Dial, and you're set to shoot. Movies are never too dark, never too light—always just right.

The popular Sunometer is top-quality throughout: All die-cast aluminum construction, precise film movement, Super Comat lens, versatile controls, plus built-in picture-taking ease enabling the beginner to get good results his first try.



SUNOMETER 333

3-lens model. Fast f/1.9 Super Comat lens; 2½X telephoto and 6.5mm wide-angle auxiliary lenses on Safeguard rotating turret.



SUNOMETER 319

Single-lens camera: with extremely fast f/1.9 Super Comat lens.

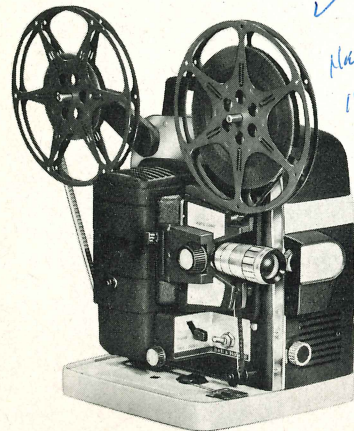


SUNOMETER 220MM

Same, with 10mm f/2.5 Comat lens. Finest budget-priced camera.

159.95 - Zoom 184.95

BRILLIANT Bell & Howell *Lumina 1.2* **WORLD'S**



FASTER REWIND

Rewind full half-hour shows in 1½ minutes. 400-ft. film capacity.

100% BRIGHTER PICTURES

New T-14 lamp and 23mm f/1.2 lens (today's fastest). Bigger pictures, added brilliance.

AUTOMATIC CORD REEL

No lost or tangled line cords. Cord automatically rewinds itself after show.

REVERSE AND STILL-PICTURE

Reverse action for review or amusing effects. Still-pictures 400% brighter.

VARIABLE SPEED CONTROL

Speed up action as you project. Slow it down without causing flicker.

3-SECOND AUTOMATIC THREADING

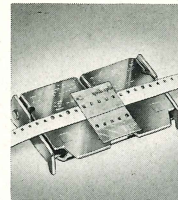
Loads itself perfectly—even with damaged film. Automatic loop setter.

Black & Charcoal

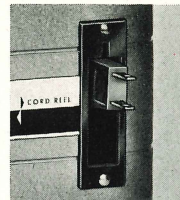
MOST COMPLETE HOME MOVIE PROJECTOR

**PROJECTS BRIGHTER
THREADS ITSELF
AUTOMATICALLY**

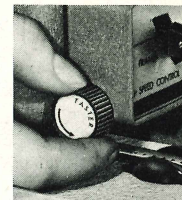
See movies brighter, crisper—even in normally lit rooms. The Lumina 1.2 with its remarkably fast f/1.2 lens and revolutionary high-output optical system throws more lumens of light on the screen . . . twice the brilliance of ordinary projectors. And, it loads itself. Just slip the end of your film in a slot and it threads itself through the projector, swiftly, silently, automatically. In every respect, the Lumina 1.2 outshines all other projectors.



"QUICK SPlicer" Join films on one larger reel for longer uninterrupted shows. Compact, easy-to-use dry splicer conveniently stores in snap-on cover.

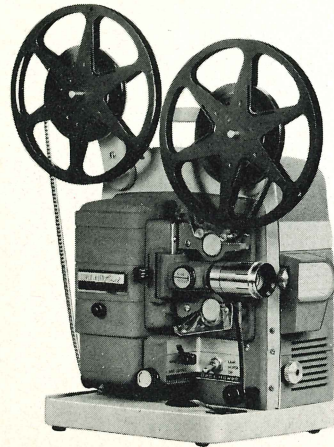


AUTOMATIC CORD REEL Draw exact cord lengths needed. Cord automatically rewinds on reel in seconds. Room-Lamp Cut-Off—room lights go off when projector's turned on.



VARIABLE SPEED CONTROL Turn dial to speed up or slow down action. Varies projection speed from 14 to 24 frames per second. Permits 40% faster rewind.

Bell & Howell *Super Auto-load*



400-FT. FILM CAPACITY

Full half-hour shows without interruption. Rewind in 1½ minutes

3-WAY CONTROL

Project forward or reverse. Stop scene to take a closer look.

VARIABLE SPEED

Vary projection speed from 14 to 24 f.p.s. to speed up or slow down action.

AUTOMATIC THREADING

in less than 3 seconds. Loads itself safely, perfectly,—everytime.

FILMOVARA "ZOOM" LENS

Big picture even in small rooms. Turn lens and choose your picture size.

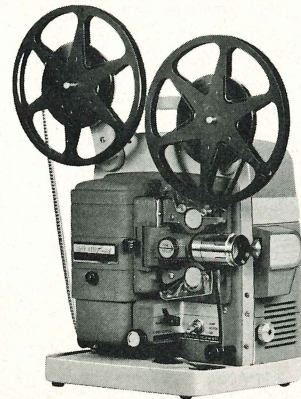
AUTOMATIC CORD REEL

Line cord automatically rewinds itself after show. Room-Lamp Cut-Off.

POPULAR-PRICED PROJECTOR WITH MANY DELUXE FEATURES.

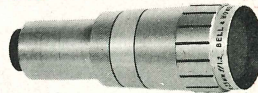
A neat blend of performance, price and eye appeal. Offers many of the exceptional attractions of the Lumina 1.2 projector, yet it's priced far lower than units with far fewer features.

The Super Auto-Load is a rugged, compact all die-cast aluminum projector with smart blue and gray finish and famous Bell & Howell quality throughout.



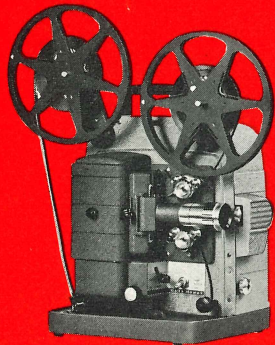
REMARKABLE FILMOVARA

"ZOOM" LENS



Change the size of your picture without moving the projector or screen. Set up anywhere from 11' to 19' away, turn the Filmovara, and fill a 40" screen perfectly. And when you're cramped for space the Filmovara gives a larger picture than any other 8mm projection lens. Another Bell & Howell exclusive.

Bell & Howell MONTEREY



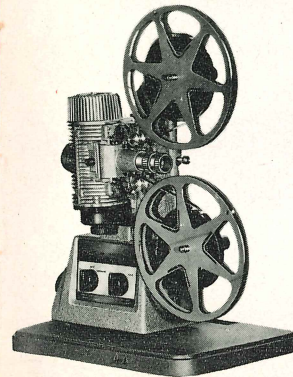
WORLD'S MOST POPULAR 8mm PROJECTOR

TOP PROJECTION—BUDGET PRICED

Simplicity of operation, sharp, sun-bright projection, permanent lubrication, compact, rugged die-cast aluminum construction . . . all at the lowest price quality allows. For versatile easy-to-use Monterey projectors to choose from . . . one just right for you.

- High output lamp and fast f/1.6 lens. Crisper more brilliant pictures.
- Convenient fingertip controls. Fast, out-in-the-open threading.
- Models with Variable Speed Control. Speed-up or slow-down projection.
- Smart, portable styling. Convenient snap-on carrying case.
- Project full half-hour shows without interruption. 400-ft. capacity.
- Available with reverse and still-picture controls; Filmovara lens.

Bell & Howell REGENT



SEE YOUR MOVIES AT THEIR BRILLIANT BEST

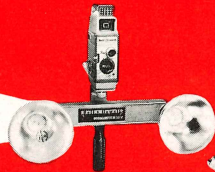
FAMOUS FOR QUALITY

Exclusive straight-line optics, smooth all-gear drive, ease of operation and maintenance, permanent metered lubrication. These are just a few of the superb features of the Regent—recognized as today's most rugged 8mm projector. Choose from two truly exceptional models.

- Needle-sharp projection—500W lamp and fast f/1.6 lens.
- Versatility—Still-picture clutch and variable speed control.
- Continuous 30-min. shows—400-ft. reel capacity. Fast powerful rewind.
- Portability—all die-cast aluminum. Convenient snap-on carrying case.
- Available with reverse, room-lamp cut-off switch, and Filmovara "Zoom" lens.
- Easy threading—swing-out lens mount. Permanently lubricated.

Bell & Howell MATCHED MOVIE OUTFITS...

Famous Sunometer
or Electric Eye camera.
Light bar and two 375W
lamps. Perfect
movies everywhere.



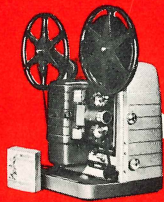
Telephoto
attachment—enlarges distant
scenes $2\frac{1}{2}$ times. Size 5
filter holder.
Leather accessory case.



Top-grain leather
sheath case. Protects
camera and accessories in
storage and
travel.



Superb
Monterey projector.
There's even a Castle
cartoon—put on a show
immediately.



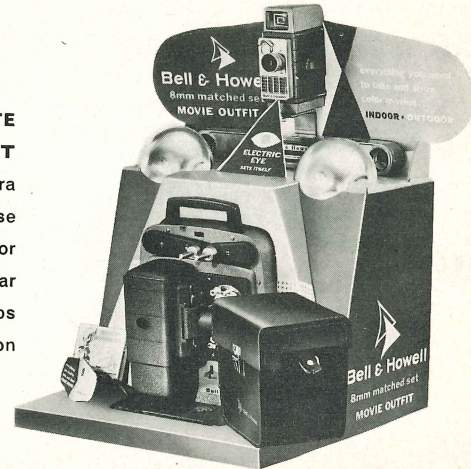
EVERYTHING NEEDED TO TAKE AND SHOW YOUR OWN HOME MOVIES

MATCHED FOR PERFECTION

Here's all the equipment you
need to start taking beautiful
color movies right away—
indoors or out. Each outfit
features perfectly matched
Bell & Howell equipment,
selected by specialists to assure
consistently outstanding
performance.

COMPLETE MOVIE OUTFIT

- Camera
- Camera Case
- Projector
- Lightbar
- Floodlamps
- Castle cartoon



ACCESSORY LENSES



Add interest and variety to your movies.

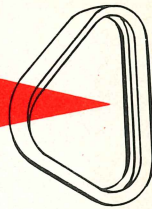
TELEPHOTO LENSES—For long distance shots. Like telescopes, they bring far-away action close up, in sharp detail.

WIDE-ANGLE LENSES—Film a large area from a short distance away. Ideal for work in close quarters or for panoramic scenes.

SPEED LENSES—When the lighting is poor, having a speed lens can make the difference between getting the picture and not.

Your dealer has the full line-up of Bell & Howell accessory lenses and filters.

TRI-LENS FILTERS...



For the Bell & Howell Safeguard Turret Cameras. Serves all three lenses simultaneously, without affecting exposure settings.

TYPE A FILTER—Use indoor film outdoors. Follow the action anywhere, without re-loading. No wasted time or film. No splicing needed to keep scenes in sequence.

SKYLIGHT FILTER—Even on hazy, overcast days, movies will be sharper, more pleasing in tone. Ideal when filming panoramic scenes, distant action, or views from airplanes.

EDITING IS PART OF THE FUN



A well done job of editing can make even the *best* films *better* and it will add continuity to your movies. See the finest editor available today, the Bell & Howell 8mm Filmotion Editor (148A), *complete* with viewer, splicer and rewinds.



CAMERA CARRYING CASES

Candid, sheath, and combination cases available in rich, top-grain saddle leather for all Bell & Howell 8mm cameras.



CONVENIENT REELS AND CANS

Enjoy easier handling . . . convenient storage . . . lifetime protection for your films with Bell & Howell reels and cans. 200-foot, 8mm reels or cans. 400-foot, 8mm reels or cans.



OPTI-KLEEN LENS CLEANING FLUID

—Improved formula Opti-Kleen, in a handy spray bottle, is the finest lens and optical glass cleaner.

Shuten CAMERA CO.

153 W. WASHINGTON ST.
CHICAGO 2, ILL. DEARBORN 2-2000

SERVING PHOTOGRAPHERS FOR OVER 40 YEARS



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MOVIE EQUIPMENT



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